

Rep Order# 9834837 Ver# 3 Status Revised  
EC'd No

Traffic Order#

Printed: 10/03/2012 8:14 AM  
Last Received: 10/02/2012 6:29 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA ADD TO SKED A  
Estimate# 1905  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1905  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE CHANGES OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU-F,M	7P-730P	TWO & A HALF MEN	:30	\$125.00	10/02-10/08	1 P4	1	1	\$125.00	
		Sales Remark:		V3 RTE CHG 1X CX V3 More than 2 codes changed								
	*2	TU-F,M	730P-8P	HOW I MET YOUR MOTHER	:30	\$125.00	10/02-10/08	1 P4	1	1	\$125.00	
		Sales Remark:		V3 RTE CHG 1X CX V3 More than 2 codes changed								
	*3	TU-F,M	1105P-1135P	TWO AND A HALF MEN	:30	\$50.00	10/02-10/08	0	0	0	\$0.00	
		Sales Remark:		V3 CX V3 More than 2 codes changed								
	*4	TU-F,M	1135P-1205A	HOW I MET YOUR MOTHER	:30	\$50.00	10/02-10/08	1 P4	1	1	\$50.00	
		Sales Remark:		V3 RTE CHG V3 Comment Changed, Rate Changed								

---REPORT TOTALS---

Report Totals: 3 / \$300.00

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---SALES MONTHLY TOTALS---

Oct 12: 3 / \$300.00

Sales Totals: 3 / \$300.00

Station Totals: 3 / \$300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$30,000	CABL	0%	EKRC	1%	UNKN	99%	WBQC	0%	WCPO	0%
		WKRC	0%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null  
Demos RA35+

Rep Order# 9795155 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 51595

Printed: 10/03/2012 8:14 AM  
Last Received: 10/02/2012 6:35 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 9

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate#  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

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\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.5 9/28

SEE LNS 1-8/10-12/18-36/39-42/45-46/47-55/57-58/61-62

FOR RATE REVS

SEE LN 44 FOR REV

PREVTT=55870 - REVTT=129375 - TOTAL ADD=73505

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Rep Order# 9834837 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/02/2012 8:21 AM  
Last Received: 10/01/2012 3:46 PM  
Showing Buylines: All Lines

1 of 2

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	7P-730P	TWO & A HALF MEN	:30	\$70.00	10/02-10/08	2	1	2	\$140.00	
	2	TU-F,M	730P-8P	HOW I MET YOUR MOTHER	:30	\$70.00	10/02-10/08	2	1	2	\$140.00	
	3	TU-F,M	1105P-1135P	TWO AND A HALF MEN	:30	\$30.00	10/02-10/08	1	1	1	\$30.00	
	4	TU-F,M	1135P-1205A	HOW I MET YOUR MOTHER	:30	\$30.00	10/02-10/08	1	1	1	\$30.00	

---REPORT TOTALS---

Report Totals: 6 / \$340.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$340.00  
Sales Totals: 6 / \$340.00  
Station Totals: 6 / \$340.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$34,000	CABL	0%	EKRC	1%	UNKN	99%	WBQC	0%	WCPC	0%
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WKRC 0% WLWT 0% WSTR 0% WXIX 0%

Books null  
Demos RA35+

# Spot Manager: All, 10/02/12-10/08/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: EKRC-TV

Order: 63353

**Line: 1**

10/04/12	Thursday	:13:26 PM	:30	\$125.00		M-F 7p-730p	7p-730p	OBAMA ADD TO SKED .1905		P-4	1	MWASH
				\$125.00								1

**Line: 2**

10/05/12	Friday		:30	\$125.00		M-F 730p-8p	730p-8p	OBAMA ADD TO SKED .1905		P-4	1	MWASH
				\$125.00								1

**Line: 3**

10/04/12	Thursday	:55:16 PM	:30	\$50.00		M-F 1135p-1205a	1135p-1205a	OBAMA ADD TO SKED .1905		P-4	1	MWASH
				\$50.00								1
				\$300.00								3
				\$300.00								3
				\$300.00								3
				\$300.00								3
				\$300.00								3
				\$300.00								3

[Filtered by: ] [Sorted by: Station]